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USPTO	571-273-8300	

**FROM: Alan C. Gordon**

**RE: U.S. Patent Application No.: 09/594,213**

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PTO/SB/80 (04-05)

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I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:

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27189

☐ Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number	Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

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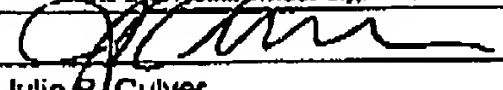
<input type="checkbox"/> Firm or Individual Name			
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Assignee Name and Address:  
SHOP.COM  
1 Lower Ragsdale Drive  
Building 1, Suite 210  
Monterey, CA 93940

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/36 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

**SIGNATURE of Assignee of Record**

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Signature		Date	7/20/06
Name	Julie R. Culver	Telephone (831)	626-2629
Title	Corporate Counsel		

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450, DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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PATENT  
Docket No. 113976-0002US**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****First Named Inventor:** Lorenzen et al.**Group Art Unit:** 3627**Serial No.:** 09/594,213**Examiner:** Florian M. Zeender**Filed:** June 14, 2000**For:** MULTI-VENDOR INTERNET  
COMMERCE SYSTEM FOR E-  
COMMERCE APPLICATIONS &  
METHODS THEREOF**STATEMENT UNDER 37 CFR §3.73(b)****and****CHANGE OF CORRESPONDENCE ADDRESS**

Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

Dear Commissioner:

This document states the owner of the above-identified application and is being filed with a copy of a "Power of Attorney to Prosecute Applications Before the USPTO" signed by the Assignee.

Please recognize or change the correspondence address for the above-identified application to **Customer No. 27189**.


SHOP.COM, a corporation, is the Assignee of the entire right, title, and interest of the above-referenced application by virtue of the attached Assignment.

PATENT  
Docket No. 113667-005UTL

The undersigned is an agent of Customer Number 27,189 and is authorized to act on behalf of the assignee as provided in the attached copy of the "Power of Attorney to Prosecute Applications Before the USPTO." All correspondence is to be directed to **Customer No. 27189**.

Respectfully submitted,

Dated: July 21, 2006

  
\_\_\_\_\_  
Alan C. Gordon  
Reg. No. 51,220

PROCOPIO, CORY, HARGREAVES & SAVITCH LLP  
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